



# **Iowa Department of Cultural Affairs**

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***Quality Education . . .***  
***Economic Vitality . . .***  
***More People***

# **What can we expect from supporting the arts in Iowa?**



# **Quality Education**

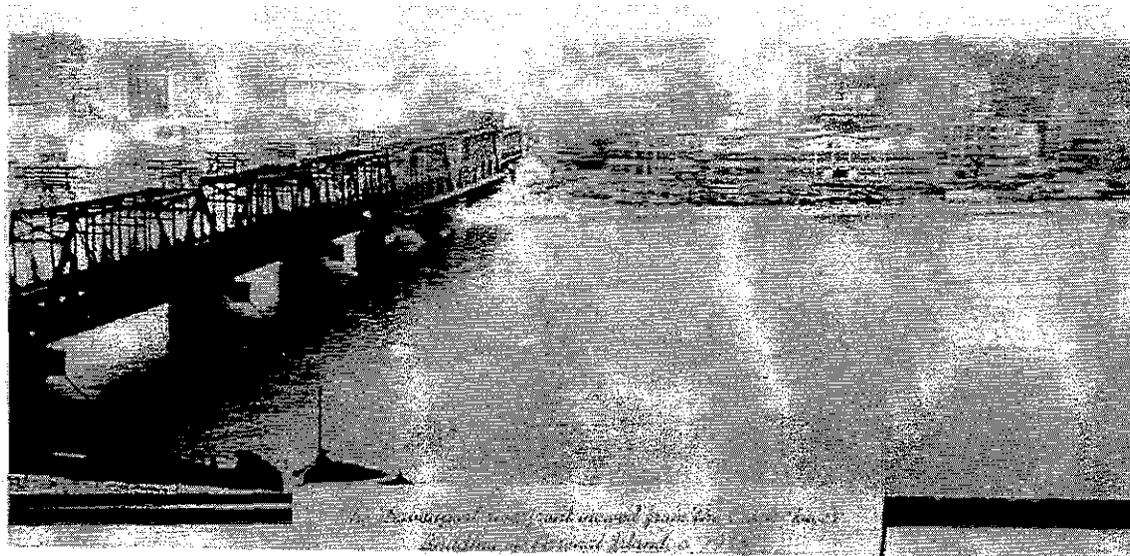
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- **Social and Academic Success**
- **Keeping Children Safe**
- **Preparation for Employment**
- **Lifelong Learning**

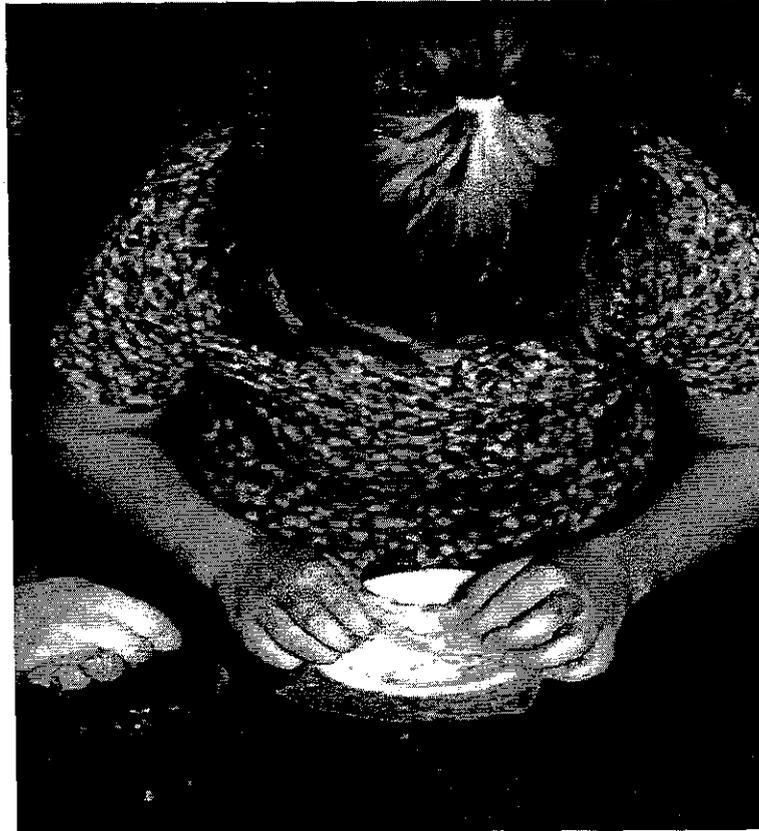
# **Social and Academic Success**

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- **Scored higher on SAT tests . . . 83 points higher-- *College Entrance Exam Board***
- **Read more . . . Twice as often-- *Carnegie Foundation***
- **Perform more community service . . . 4 times as often-- *Carnegie Foundation***



*Preservation of Panoramic Negatives, Davenport Public Library*



*A child learning to prepare Mexican cuisine.*

# **Keeps Children Safe**

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- **Music is #1 antidote to drugs-- *White House Drug Control Policy Office survey of 25,000 youth***
- **Arts programs reduce truancy, juvenile crime-- *U.S. Department of Justice***
- **91% of parents want arts in after-school programs-- *U.S. Department of Education***



*A tatting demonstration.*

# **Preparation for Work**

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- **Art programs teach young people the “soft skills” in demand by business such as goal setting, flexible thinking, tolerance, creative problem solving, teamwork, and self-confidence.**



*A modern quilting bee.*

# **Preparation for Work**

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- **History Day teaches research skills, writing skills, presentation, creative problem solving and self-confidence.**



*Students participating in National History Day.*

# **National History Day**

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**“National History Day was a great experience because we learned so many new skills along the way. This will really help us with our future in organization, communication, and responsibility. We learned how to put to many small things together for one really big accomplishment.”** --*Erin Bernard and Maggie Dvorak, Junior Division, National History Day*

# **Lifelong Learning**

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- **Heritage and arts education reaches all ages, pre-school to seniors.**
- **State Historical Society serves 450 local historical societies.**

# **A Good Investment in Iowa**

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	<b>State Investment</b>	<b>Iowans Served</b>	<b>Leveraged Dollars</b>
<b>Arts</b>	<b>\$307,000</b>	<b>350,537</b>	<b>\$1,796,800</b>
<b>History Day</b>	<b>\$38,000</b>	<b>3,000</b>	<b>360,000</b>



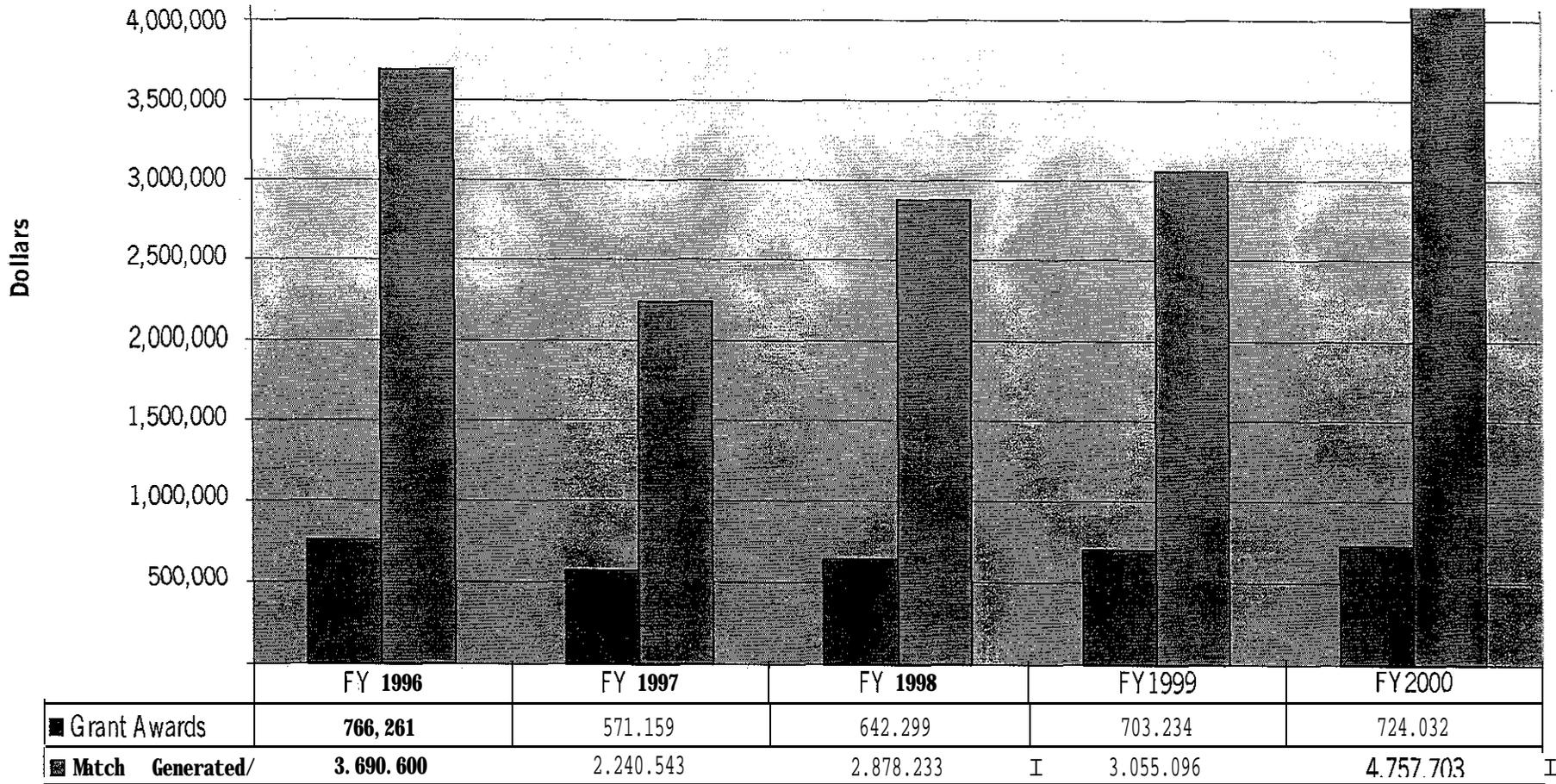
*Iowa Native American Dancers gather for an exhibit on horses at the Historical Building, April 1999.*

# **Iowa's Economic Vitality-- Non-Profit Arts Institutions**

- **Generated \$47 million in business**
- **Generated \$80 million in economic activity**
- **Supported 2,266 full-time jobs**
- **Provided \$40.7 million in personal income**
- **Generated \$2.9 million in state government revenue**
- **Generated 2.3 million in local government revenue**

**State Investment: \$1 million**

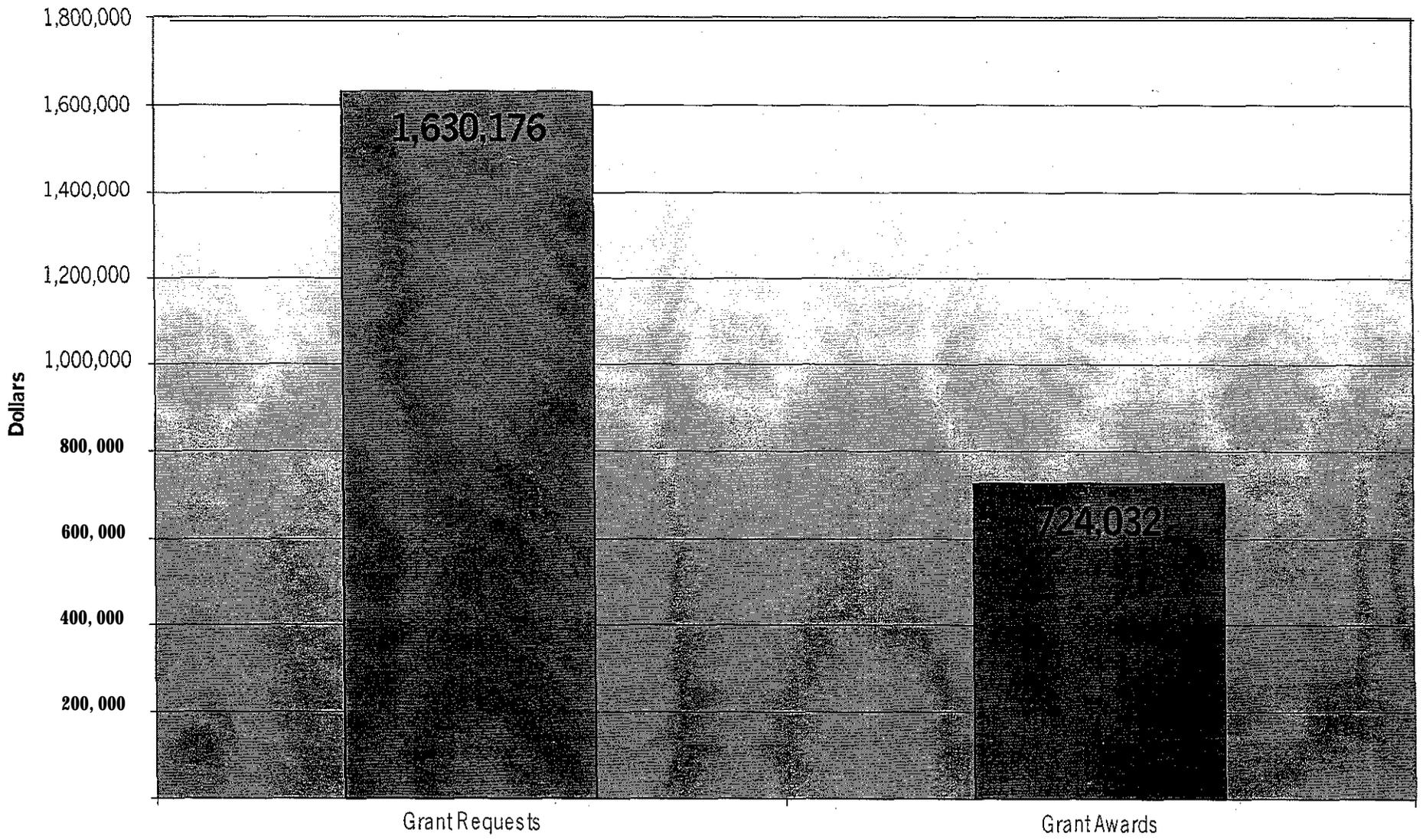
**Iowa Arts Council**  
**Grant Awards and Local Match Generated**  
*(excluding Operational Support Grants)*



**Fiscal Year**

# Iowa Arts Council

Grant Requests vs Funds Available in FY2000



# Operating Support-- Arts Institutions

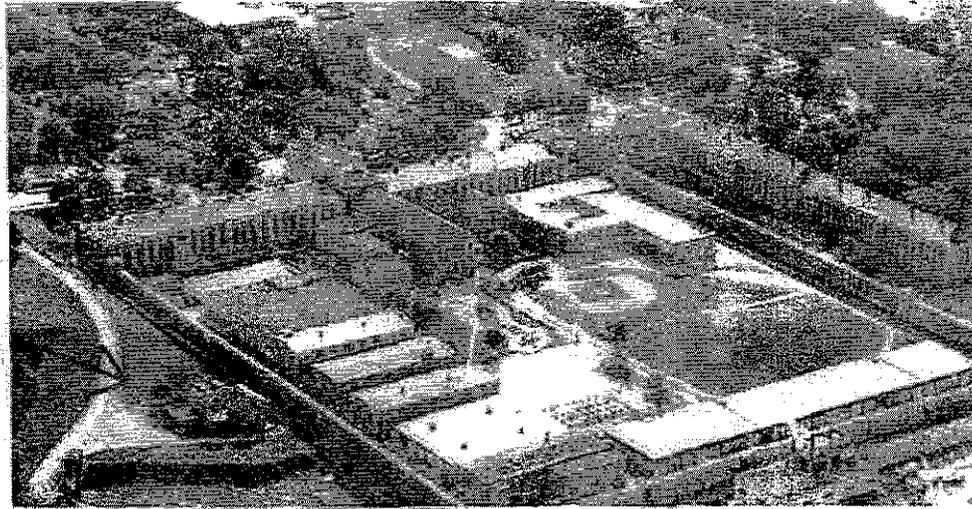
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	State Investment	Operating Budget	Iowa support	National Average
Operating support	\$4~68,000	\$17,600,000	2.6 %	10%

# Cultural Tourism

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- **Cultural attractions are the number one choice of baby boomers-- *National Trust for Historic Preservation***



This aerial view of the prison, taken from the back of the facility, shows the location of the building offered by the penitentiary for the museum. The red arrow in the lower left foreground identifies the building.

## *Anamosa State Penitentiary Museum, HVAC System*

*Woman making sausage,  
Iowa Folklife Project*



# Cultural Tourism

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- **Cultural tourists spend more money per trip and stay longer than the average traveler . . .**  
**\$614 per trip vs. \$425-- *Travel Industry Association of America***

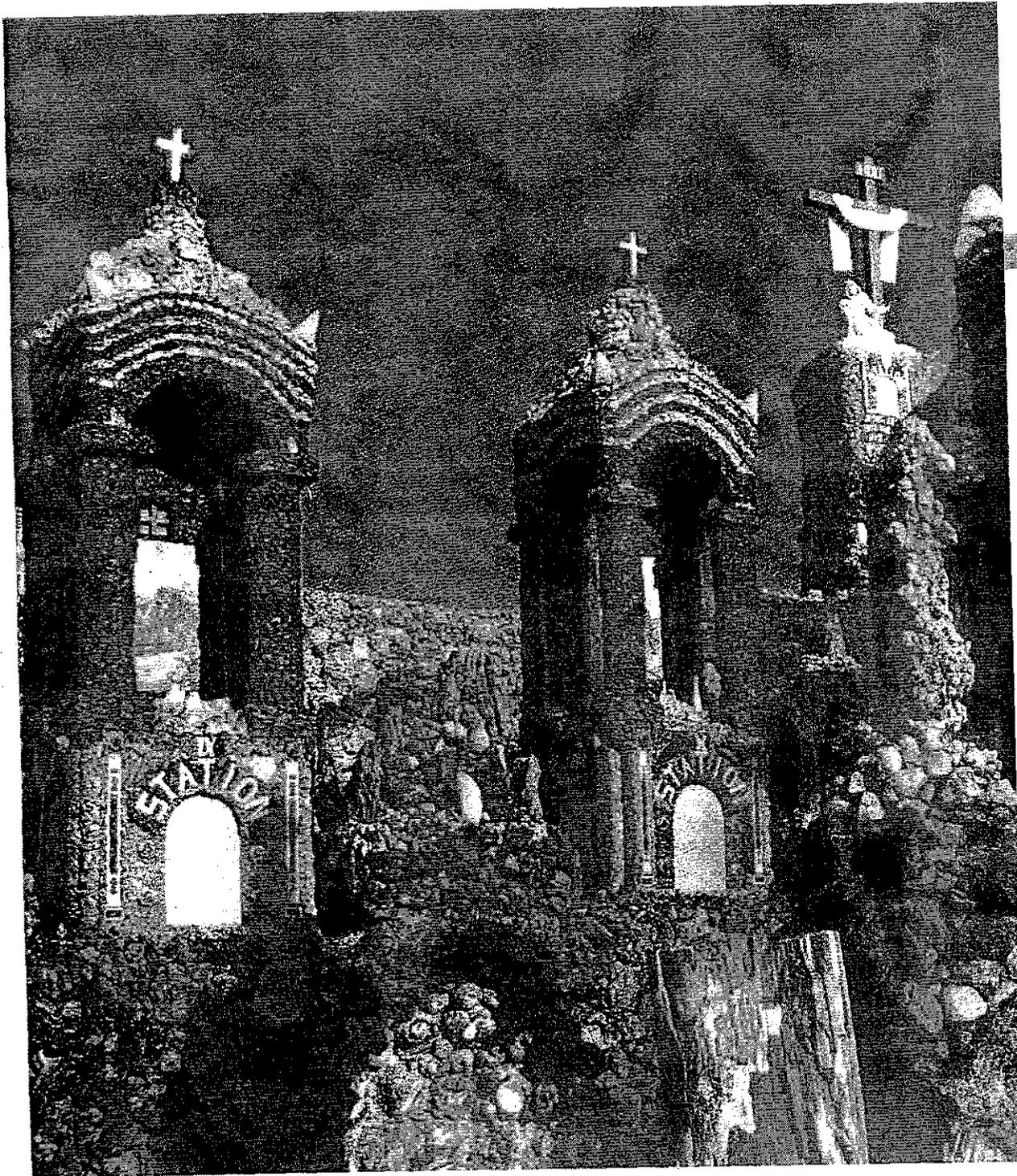


*Woman making flatbread, Iowa Folklife Project*

# Historic Preservation

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- **\$1 million spent on renovation created five more construction jobs and three more permanent jobs than new construction.-- *National Trust for Historic Preservation***



**Grotto of the  
Redemption,  
West Bend**

# **Historic Preservation**

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- **The average taxable value of a property after rehabilitation increases by 50%.**



*Wapsinicon Mill,  
Repair, Restoration,  
and Reconditioning  
Project,  
Independence*

# **Historic Preservation**

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- **Property values in historic districts rise faster than the rest of the community's real estate.**



*Restoration of the Red Oak--Burlington Northern Depot  
and WWII Museum*

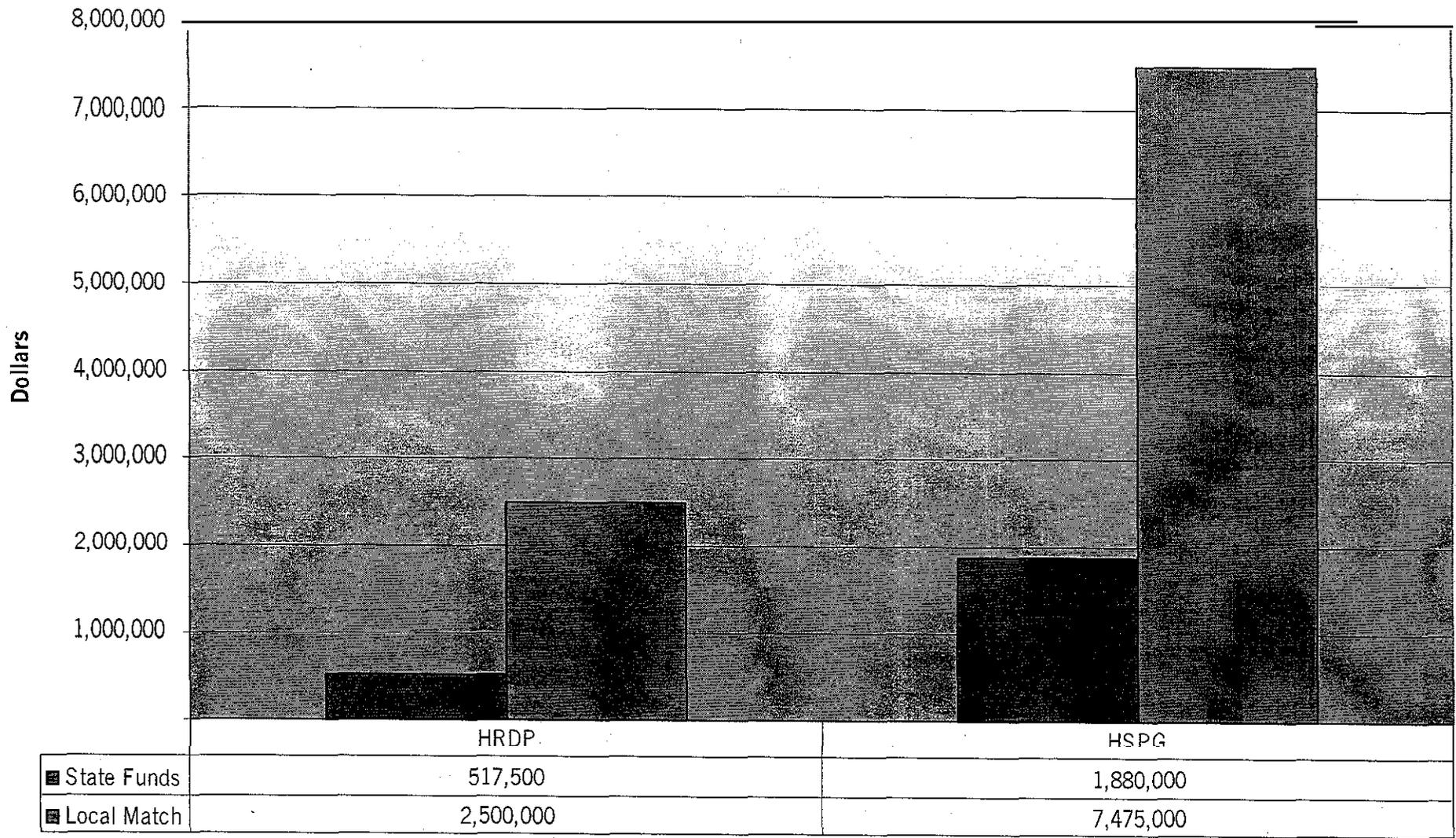
# **Historic Preservation-- Boosting Iowa's Economy**

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	<b>State Investment</b>	<b>Iowans Served</b>	<b>Leveraged Dollars</b>
<b>HSPG</b>	<b>\$1,880,000</b>	<b>72 Groups</b>	<b>\$7,475,000</b>
<b>Country Schools</b>	<b>\$42,500</b>	<b>36 Schools</b>	<b>\$149,284</b>
<b>REAP/HRDP</b>	<b>\$475,000</b>	<b>120 People &amp; Groups</b>	<b>\$2,350,000</b>

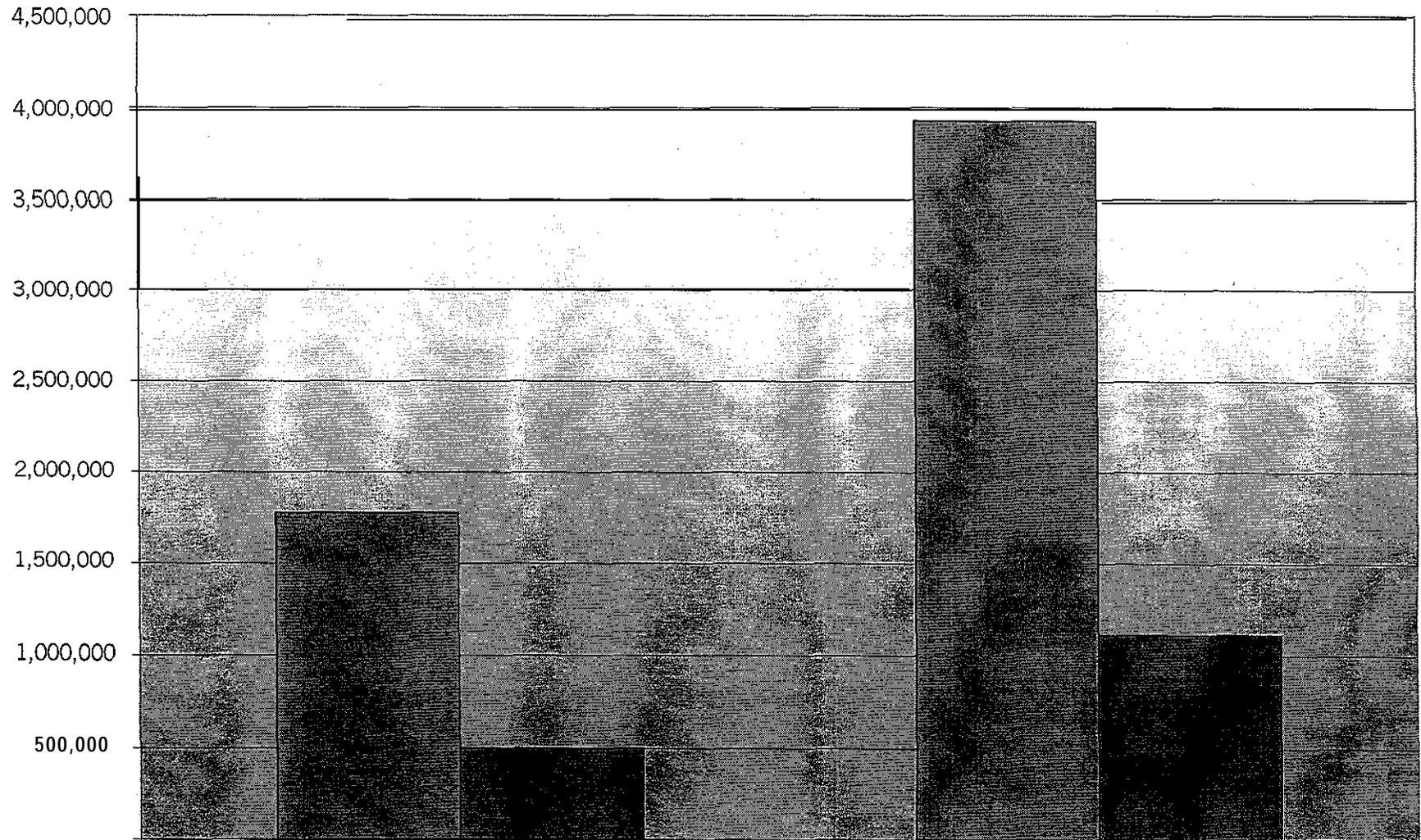
## State Historical Society

### Grant Awards and Local Match Generated



## State Historical Society

### Grant Requests vs Funds Available in FY2000



	HRDP	HSPG
Grant Requests	1,778,656	3,931,798
Grant Awards	496,050	1,109,999

# **Creative Economy-- Unmeasured in Iowa**

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- **Creative workforce in non-traditional venues**
- **Innovative entrepreneurs in great demand**
- **Fastest growing workforce sector**
- **Demand for vibrant cultural climate**
- **Product of the vibrant cultural climate**

# **More People**

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***Quality of Life Attracts  
People--Keeps People***

# Quality of Life

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- **A city's quality of life is more important than business-related factors in attracting and retaining jobs.-- *Joint Economic Committee of the U.S. Congress, 1979***



*Theodore Roosevelt came to Des Moines in the summer of 1999 as part of a Chautauqua program.*

# Quality of Life

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- **Business climate factors are available universally. Higher value is not placed on quality of life and amenities.--James Segedy Economic Study, 1997**



*A Dance Demonstration*

# Quality of Life

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- **The presence of cultural institutions defines communities, turns “anyplace” into “someplace.”** *Richard Moe, National Trust for Historic Preservation*



*Chuck Davis leads children in a routine during the annual I'll Make Me A World celebration of African-American arts and culture.*

# **Organizations Served by the DCA**

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- **15 Orchestras**
- **133 Theaters**
- **178 Museums & Galleries**
- **85 Local Arts Agencies**
- **90 Genealogical Societies**
- **107 Certified Local Governments**
- **450 Historical Societies**

# **Department of Cultural Affairs**

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**Funding Request  
\$6,490,423**

# **Funding Request**

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**Iowa Arts Council \$1,506,406**

**State Historical  
Society of Iowa \$3,436,387**

# **New Funding-- Touring Arts Team**

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- **Build capacity in underserved communities\***
- **Provide arts experiences for all ages**
- **Leverage funding from NEA**

**\*Wayne, Page, Mills, Osceola, Mitchell, Hamilton, Taylor, Fremont, Cass, Kossuth, Howard, and Wright counties.**

# **New Funding-- 24-Hour Security for Museum**

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- **Fulfill mission of protecting historical artifacts**
- **Access touring exhibits**
- **Reduce cost for groups using the building after hours**

# **Imagine Iowa 2010 Cultural Caucus Schedule**

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- **April 26**                      **Des Moines**
- **May 3**                              **LeMars**
- **May 10**                              **Council Bluffs**
- **May 17**                              **Mason City**
- **May 24**                              **Davenport**
- **May 31**                              **Waterloo**
- **June 8**                              **Statewide Caucus--  
Des Moines**